

# JENNA J. CHUN

Product Designer

5 years of user experience design

Seattle, WA 98121 ✉ Jchun4607@gmail.com

+1 (949)-390-0931 🇺🇸 US Citizen

Portfolio Website URL: [www.Jchunportfolio.com](http://www.Jchunportfolio.com)

Linkedin URL: <https://www.linkedin.com/in/jennachun/>

## [Work History] PRODUCT DESIGNER @ SPARKLABS in Seoul South Korea

Jul 2024 - Nov 2024

Global Startup Accelerator Web Design & UX/UI Figma

- **Design Strategy Development:** Developed and implemented design improvement strategies for products and landing pages based on analyses of AARRR metrics, DAU/MAU, retention rate, conversion rate, and churn rate
- **Cost Efficiency Improvement:** Analyzed customer acquisition cost (CPA) and cost-per-click (CPC) to implement cost-effective design processes

## PRODUCT DESIGNER @ SPENDIT in Seoul South Korea

May 2023 - May 2024

B2B SaaS Fintech Expense Management Tool Product-driven Tech Desktop/Mobile & UX/UI Figma Adobe

- **Projects:** Design System (Jangboo), Onboarding Tutorial Project, E-approval Policy Project, Budget Project, Dashboard & Analytics Project, Landing Pages, Marketing Brochures and IR Deck Infographics
- **Design System:** Built a component-based design system, Jangboo, in Figma to support product renewal projects, saving time by 38%
- **UX/UI:** Worked closely with other designers, product managers and engineering teams to oversee UX planning and UI implementation across multiple stages. Optimized in-product workflows, service filters, modals, and component layouts to enhance usability and increase intuitiveness of icons and buttons by at least 30% in the process.
- **UX Design User Testing:** Conducted experience design and user testing (UT) based on user feedback (VOC) and leveraged both quantitative data and qualitative metrics like NPS to enhance product usability and user flows
- **BX Design:** Collaborated with sales and marketing teams to design brand experiences (BX) and create assets such as service brochures, user guides, whitepapers, and IR infographics, resulting in a 189% increase in lead conversion rates

## UX DESIGNER @ WATCHA Inc. in Seoul South Korea

Jan 2020 - Mar 2023

Art-Tech DX (Digital Experience) UX Research +UI Design AI / Metaverse / XR HCI 3D Space Planning Unreal Engine Virtual Production

- **Data-Driven Design:** Conducted A/B testing to analyze user engagement, optimizing content strategies based on viewership and popularity metrics.
- **Design System Development:** Established content creation guidelines for internal and external use, ensuring a consistent brand experience and improving cross-functional collaboration.
- **Technology Innovation & R&D:** Researched and implemented virtual production technologies to enhance content creation workflows and reduce costs. Optimized production processes and shared insights with the team to drive efficiency.

## [Education]

### RHODE ISLAND SCHOOL OF DESIGN (RISD) in Providence, RI, USA

Class of 2019

Bachelor of Fine Arts (BFA) in Film/Animation/Video(FAV) with Art History

### UNIVERSITY HIGH SCHOOL in Irvine, CA, USA

Class of 2014

## [Skills]

### PRODUCT DESIGN

Information Architecture Research UX Design Wireframing User Flow  
Prototyping Interaction Design Usability Testing Visual Design UI Design

### TOOLS

Figma Adobe Illustrator Adobe Premiere Pro Adobe Photoshop  
Unreal Engine Cinema4D SketchUP

### SOFT SKILLS

Communication Team work Problem-solving Time Management  
Empathy Creativity Leadership Critical Thinking



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<b>[Awards]</b>	AHA Design Moments UXBX Certificate	2023
	RISD Scholarship	2015, 2016, 2017 2019
	RISD Film Show	2019
	RISD Photography Exhibition	2015

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<b>[Courses/ Internships]</b>	Gagosian Gallery Internship Program   Hong Kong	2017
	Sotheby's Institute of Art "Buying and Selling: Inside the Auction Business"   New York, NY	2017
	Italy: Rome from Pantheon to MAAM winter course   Rome, Italy	2016
	University of the Arts, London Summer Course   London, UK	2016

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<b>[Languages]</b>	Korean & English	Fluent
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